



C.O.R.E

Community Outreach, Referral & Evaluation, Inc.
A Case Management Agency

June 2, 2003

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Docket No. MB-02-235

Dear Mr. Chairman:

I am Awilda Sierra, Director of Business Development for Community Outreach Referral and Evaluation and I am writing in regards to the Commission's review of the proposed merger between Univision Communications Inc. and Hispanic Broadcasting Corporation (HBC). As a member of the Hispanic community, I am confident that this merger will create a media organization better poised to serve our community and to compete against America's media conglomerates for the growing Hispanic audience.

The combined efforts of Univision and HBC should be viewed as a significant opportunity for Hispanics in the media and for the Hispanic community as a whole for the following reasons:

1) The Merger will promote growth of Hispanic radio and television job opportunities for Hispanics.

The histories of both Univision and HBC are of growth, not constriction or consolidation.

Continued growth of the radio and television businesses of Univision and HBC will inherently mean growth in media opportunities for Hispanics. In the case of each of Univision and HBC, I am aware that more than 80% of the work force is Hispanic and that is expected to continue after the proposed merger. Hispanics are employed across the entire field of employment opportunities at Univision. In fact, 50% of the Univision Board and 65% of operating management are Hispanic. And over 130 Hispanic women hold management positions. I know that this is not by accident; but rather by design. Univision consciously and aggressively seeks out talented Hispanics for management positions.

2) New capital investments will be attracted to Hispanic media resulting in increased competition and greater management and ownership opportunities for Hispanics. Major investors are increasingly interested in supporting entrepreneurs already engaged or considering entering the Hispanic media business. The Merger will serve to increase the interest of investors and other capital suppliers, thus resulting in the development of new Hispanic radio and television stations and networks. Those stations and networks will need Hispanic leadership and talent to thrive.

The growth of Univision and its policies of training and promoting Hispanics have created a significant base of Hispanics who now have the expertise to own and operate a broadcast station or network.

And, as a result of the pioneering work of Univision and companies like HBC to raise the visibility of Spanish-language media, the Hispanic broadcast talent base now has access to financing sources and advertising sources that would have been unimaginable only a few short years ago.

Regarding the growth of Spanish language media, I would like to make another point. I completely disagree with suggestions that this industry be segregated from other media. Over the past two decades, Spanish language media has grown by competing with English-language media and isolating this industry would be a huge step backward that would eventually eradicate the success already achieved. It is an affront to all Hispanics to suggest that the media serving this community could be considered substandard or different from its general market competitors.

3) The combined Univision and HBC resources will provide enhanced services to the Hispanic community. I believe that combining the resources of Univision and HBC will result in a significant strengthening and growth of media services available to the Hispanic community. By adding radio to Univision's television offerings, it will only enhance and deepen the relationship the company has with our community. I have personally worked with the local Univision affiliate KWEX-TV/Channel 41, on many occasions and truly appreciate that station's commitment to the betterment of our community. I am particularly grateful for the many public service announcements broadcast on their air as well as the indispensable information provided on their website.

In light of the substantial benefits arising to the Hispanic community from the proposed merger of Univision and HBC, I ask that this proposed transaction receive all due consideration as promptly as possible in order to make these benefits to the public a reality.

Sincerely,

Awilda Sierra,
Director of Business Development